

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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September 22, 1997

RJR Account #332520
Mr. A. Grass
KEYSTONE TOBACCO

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Alan:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 26 skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

| DORAL BRAND STYLE | B2G1F UPC Code | #/ (6M) Cases B2G1F |
|----------------------|-------------------|------------------------|
| <i>Light</i> | 12300-24488 | <u>2</u> |
| <i>Light Men 100</i> | 12300-24492 | <u>2</u> |
| <i>Light 100</i> | 12300-24489 | <u>1</u> |
| <i>FF 100</i> | 12300-24490 | <u>1</u> |

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

October 20, 1997

Ship Date to Retail:

Week of: October 27, 1997

SKU CUBE :

1.0195

SKU WT (w/o Product):

1.7300 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (If additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$928.47

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-2-
B2G1F
KEYSTONE TOBACCO

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP
NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*
LIST.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
 BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

V-B2G1F.DOC

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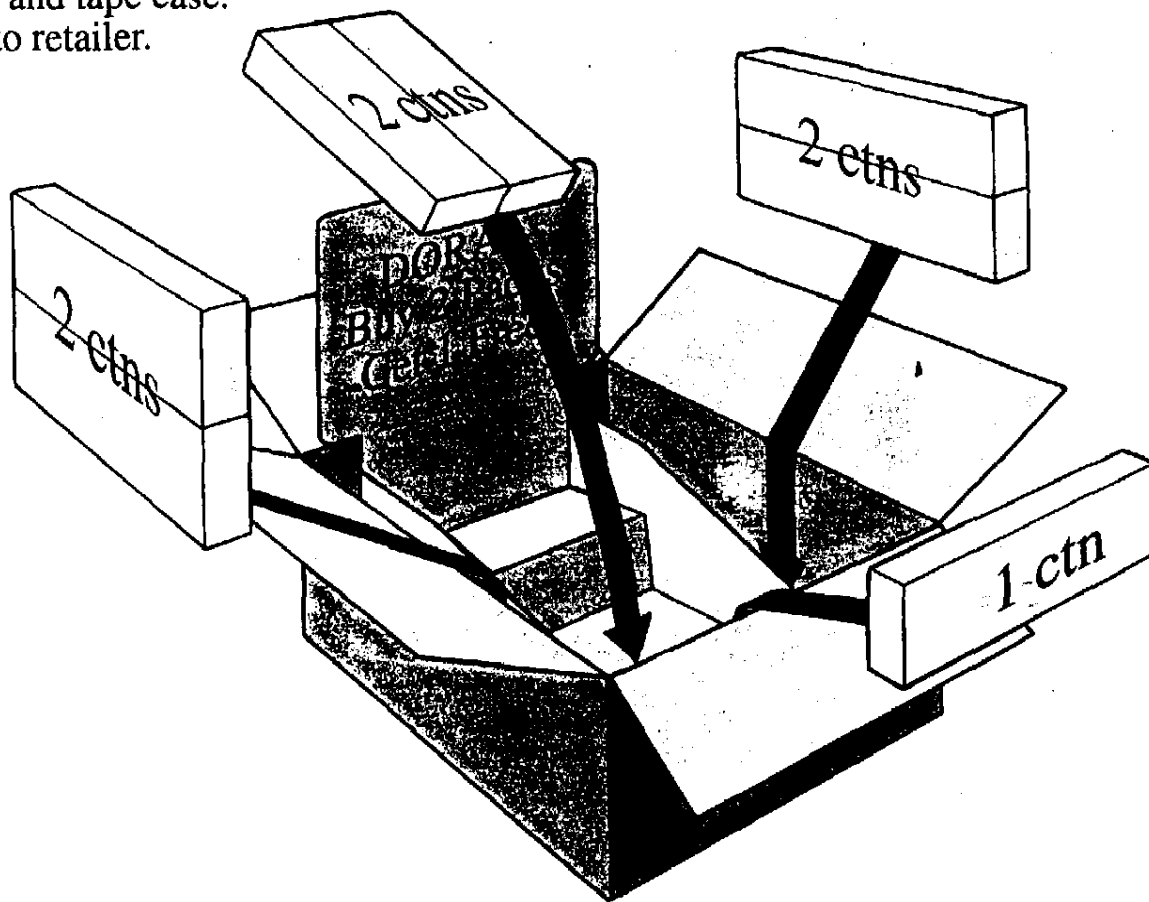
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174

Description: DORAL November-December B2G1F Display/POS Kit

| | | | | | | |
|-------------------|--------------|-------------------|------------------|---------------|--|--|
| Brand Style | <i>LIGHT</i> | <i>LT MEN 100</i> | <i>LIGHT 100</i> | <i>FF 100</i> | | |
| Number of Cartons | | | | | | |

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 12
DATE: 97-09-08
TIME: 08:54 AMWHOLESALE : 332520 KEYSTONE TOBACCO CO., INC. <DIRECT>
TEMPLATE : 701647 71100 DOR B2G1F NOV
TEMPLATE SEQ : 0019
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|------------|----|-------|-----|-----|----------|----------|---------------|
| 162204 | 162226 | 763325 | ANGLE MARKET #1 | 254 CHENANGO ST | BINGHAMTON | NY | 13901 | 2 | | | | (607)722-7582 |
| 162204 | 162226 | 639445 | FAST MART | 1304 NORTH STREET | ENDICOTT | NY | 13760 | 1 | | | | (607)785-9600 |
| 162204 | 162226 | 714966 | HESS #32279 | GEORGE F HIGHWAY | ENDWELL | NY | 13760 | 1 | | | | (607)754-8031 |
| 162204 | 162226 | 746235 | PARLOR CITY SMK SHO | 46 COURT ST | BINGHAMTON | NY | 13901 | 5 | | | | (607)722-4643 |
| 162204 | 162226 | 762326 | WEST SIDE MINI MART | 96 MAIN ST | BINGHAMTON | NY | 13905 | 5 | NYS | | | (607)772-8079 |
| 162204 | 162226 | 763827 | HESS #32276 | 357 STATE ST | BINGHAMTON | NY | 13901 | 4 | NYS | | | (607)722-9334 |
| 162204 | 162226 | 171103 | QUALITY MARKET | 1206 VESTAL AVE | BINGHAMTON | NY | 13903 | 5 | NYS | | | (607)724-4557 |
| 162605 | | 058682 | SWEENEY'S MARKET | W. MAIN & RT 434 | APALACHIN | NY | 13732 | 1 | NYS | | | (607)625-3341 |

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 24

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